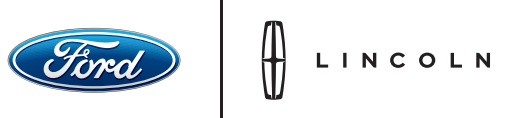


**2022 JOURNEY TO SUCCESS INCENTIVES**

**JANUARY 5, 2022 – FEBRUARY 28, 2022**

**REGISTRATIONS THROUGH MARCH 1, 2022 9PM EST**



**PROTECT**

**Eligible Mechanical Core Contracts**

**New Mechanical Core Contracts:** PremiumCARE, ExtraCARE, BaseCARE, Diesel EngineCARE, Diesel EngineCARE Plus, PowertrainCARE and Ford Blue/Gold Advantage Upgrades

**Used Mechanical Core Contracts:** Used PremiumCARE, Used ExtraCARE, Used BaseCARE, Used PowertrainCARE, and Ford Blue/Gold Advantage Upgrades

**Eligible Maintenance Contracts**

**New, Used and RCL:** 3, 4, 5, 6, 7, 8 or 9-year Premium Maintenance Plan, Extra Maintenance Plan and Limited Maintenance Plan

**Eligible Additional Qualifying Contracts**

**New, Used and RCL:** SurfaceCARE, LeaseCARE, RentalCARE, TireCARE, TireCARE Plus, DentCARE, EtchCARE, WindshieldCARE, TripleCARE\*, TripleCARE Plus\*, DoubleCARE\*\* and DoubleCARE Plus\*\*  
\* Not available for sale in the state of Florida.  
\*\* Available for sale only in the state of Florida.

**Ford Protect/Lincoln Protect Contracts Sold On Fleet and Commercial Vehicles**

Eligible contracts sold on Commercial/Fleet vehicles sold with the following delivery types are included in this incentive: 3, 4, 6, 7, C, D, E, H, I, L, M, S and T

**Program Details**

- Program ends February 28, 2022 or when the allocated incentive cash is exhausted, whichever comes first.
- All eligible contracts must be sold during the incentive period and registered by 9:00 PM EST March 1, 2022.
- Ford reserves the right to cancel or modify this program at any time and for any reason.
- Ford Protect/Lincoln Protect contracts funded whole or in part by Ford Motor Company, Ford Motor Credit Company or FDAA/LDAA's are not eligible to qualify for this incentive.
- Eligible Ford Protect/Lincoln Protect contracts sold and registered during the incentive period are net of cancellations.
- Dealerships that sell Ford Protect/Lincoln Protect contracts over the internet and are in known non-compliance with Ford's Domain Name Policy are not eligible to receive Ford Protect/Lincoln Protect contest and incentive awards including travel, if applicable.
- Dealers that submit an Authorization Form for payment past 90 days from the last sales day of the incentive will not be processed.
- At the conclusion of this Incentive, Program Headquarters will post your Winners Authorization Form to the program website. The Dealer Principal/GM will determine who within the dealership receives the Cash earnings by completing the form and faxing or emailing it back to Program Headquarters.
- Winning Participants will receive a 1099.

**Travel Award**

- You will be competing with similar sized vehicle sales volume dealerships in your Region.
- Winning dealers will need to achieve their assigned Doubles Qualifier and a minimum Level 1 Penetration of 35%.
- Top performing Dealerships in their group with the greatest number of eligible Core contracts sold during the incentive will earn a trip for two (you and a guest) for a 3-night stay May 15-18, 2022 to The Broadmoor in Colorado Springs.
- There will be 50 trips awarded.
- This award is for one dealership F&I Manager and spouse/significant other with coach airfare and hotel accommodations included.
- All designated Trip Award Winners and guests MUST be 21 years of age or older.
- If you choose not to travel with Ford & Lincoln Protect, you will not receive this award and it may be offered to the next top ranked dealership. There is no cash in lieu of travel. Ford & Lincoln Protect trips are not transferable and cannot be sold. Additional trips may not be purchased. All winners must be employees of the dealership when the awards are announced and fulfilled. Any disputes will be settled at the discretion of FCSD, whose decision is final.

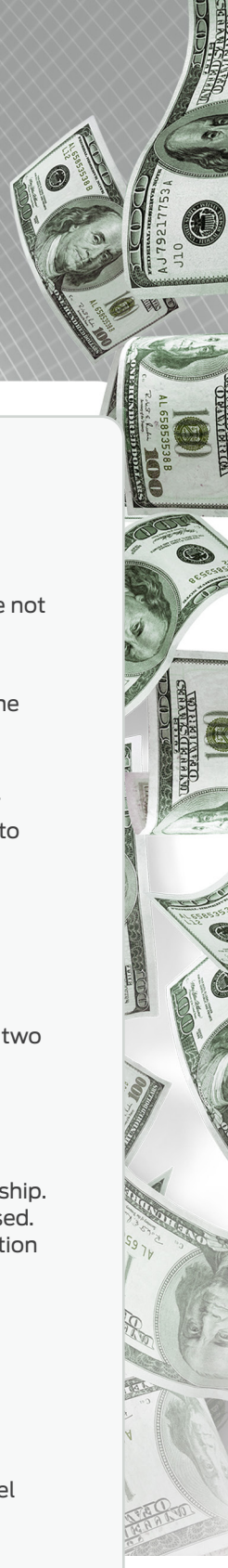
Please note that trip winners will receive a 1099 for the value of the award.

**Reporting**

Your dealership's doubles qualifier, payout structure and final results will be posted to the Ford Protect/Lincoln Protect incentive website. Be sure to check your status regularly.

**Questions?**

- If you have any questions on the incentive, please contact Program Headquarters at 800-317-9220. There are incentive support personnel available Monday through Friday 8:00 AM - 5:00 PM EST.
- You may also contact your Ford Protect Area Sales Manager, FCSD Parts and Service Zone Manager or your Ford Credit Business Development Manager.



To track your progress and for complete details, visit your Ford Protect/Lincoln Protect Incentive website at:  
<https://programheadquarters.dealerconnection.com/jts/>

click on 2022 Dash for Cash, then Standings, or go to:

<https://www.fmcdealer.com>

Search for Journey to Success and the suggested link should be 2022 Ford & Lincoln Protect Journey to Success Incentives, then 2022 Dash for Cash, then Standings